WHAT IS CLAIMED IS:

1.   A system for facilitating product purchases in an interactive television system comprising:

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     a first source configured to convey a broadcast stream; and

     a second source configured to convey an interactive application, wherein said interactive application is executable to:

10   receive a first data corresponding to a first product;

     present said first product; and

     initiate a purchase request corresponding to said first product.

2.   The system of claim 1, wherein said first source and said second source are

15 located within a broadcast station.

3.   The system of claim 2, wherein said broadcast stream includes said first data, and wherein said first data is received by said interactive application via said broadcast stream.

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4.   The system of claim 2, wherein said interactive application is configured to receive said first data from a handheld computing device.

5.   The system of claim 3, wherein said interactive application is further executable

25 to:

     detect the presence of said first data within said broadcast stream;

     present an indication of said presence of said first data in said broadcast stream;

receive input corresponding to said indication, wherein said input is initiated by a viewer; and

store a second data corresponding to said first data in response to said input from said viewer.

6.   The system of claim 5, further comprising a receiver configured to receive said broadcast stream and said interactive application, wherein said receiver is configured to execute said interactive application.

7.   The system of claim 3, further comprising a mechanism configured to add said first data to said broadcast stream by tagging said broadcast stream with said first data.

8.   The system of claim 6, wherein said indication is presented on a display coupled to said receiver, and wherein said indication is presented concurrently with a second presentation corresponding to said first product on said display.

9.   The system of claim 6, wherein said second data is stored on a storage device coupled to said receiver.

10.   The system of claim 9, wherein said receiver is a set-top box.

11.   The system of claim 8, wherein presenting said first product comprises presenting said first product as an item for purchase in a virtual shopping cart, wherein said virtual shopping cart is presented on said display.

12.   The system of claim 11, further comprising interacting with said virtual shopping cart, wherein said interacting is by a viewer, and wherein initiating said purchase request for said first product is in response to said interacting by said viewer.

13.   The system of claim 12, wherein said purchase request is conveyed to an on-line retailer.

5   14.   The system of claim 5, wherein said interactive application is further executable to convey a third data corresponding to said second data to a first device.

15.   The system of claim 14, wherein said first device is a handheld computing device.

10   16.   A method for facilitating product purchases in an interactive television system comprising:

        receiving a broadcast stream with a first data corresponding to a first product;

        detecting said first data within said broadcast stream;

15   presenting an indication of the presence of said first data in said broadcast stream;

        receiving input corresponding to said indication, wherein said input is initiated by
                a viewer; and

        initiating a purchase request for said first product.

20   17.   The method of claim 16, further comprising:

        storing a second data corresponding to said first data in response to said input
                from said viewer;

        retrieving said second data; and

        utilizing said second data to present said first product as an item for purchase in a

25   virtual shopping cart.

18.   The method of claim 17, wherein said broadcast stream is received by a receiver, wherein said second data is stored on a storage device coupled to said receiver, and

wherein said indication and said first product are presented on a display coupled to said receiver.

19.   The method of claim 17, further comprising interacting with said virtual shopping cart, wherein said interacting is by a viewer, and wherein said purchase request for said first product is initiated in response to said interacting by said viewer.

20.   The method of claim 18, further comprising:
receiving a third data conveyed from a first device, wherein said third data is not
received via said broadcast stream; and
storing said third data on said receiver.

21.   The method of claim 18, wherein said indication is presented concurrently with a second presentation on said display corresponding to said first product.

22.   The method of claim 21, wherein said receiver is a set-top box.

23.   The method of claim 20, wherein said first device is a handheld computing device.

24.   The method of claim 18, further comprising conveying a third data corresponding to said second data to a handheld computing device.

25.   A device for facilitating purchases in an interactive television system comprising:

a signal receiver, wherein said receiver is configured to receive a broadcast
stream; and

a mechanism coupled to said receiver, wherein said mechanism is configured to:

    detect the presence of a first data corresponding to a product within said

        broadcast stream;

    present an indication of said presence of said first data in said broadcast

        stream;

    receive input corresponding to said indication, wherein said input is

        initiated by a viewer;

    store a second data corresponding to said first data, in response to said

        input;

    retrieve said second data; and

    utilize said second data to initiate a purchase request for said product.

26.   The device of claim 25, wherein said mechanism comprises a processor configured to execute program instructions.

27.   The device of claim 26, wherein said receiver is configured to receive an interactive application, and wherein said mechanism is configured to subsequently execute said interactive application.

28.   The device of claim 25, wherein said indication is presented on a display coupled to said mechanism.

29.   The device of claim 28, wherein said indication is presented on said display concurrently with a second presentation on said display corresponding to said product.

30.   The device of claim 28, further comprising a storage device coupled to said mechanism, wherein said mechanism is configured to store said second data on said storage device.

31.   The device of claim 30, wherein said device is a set-top box.

32.   The device of claim 28, wherein subsequent to retrieving said second data, said
mechanism is configured to present said product as an item for purchase in a virtual
shopping cart, wherein said virtual shopping cart is presented on said display.

33.   The device of claim 32, wherein said mechanism is further configured to enable a
viewer to interact with said virtual shopping cart, and wherein said purchase request for
said product is initiated in response to said interacting by said viewer.

34.   The device of claim 26, wherein said mechanism is further configured to:

        receive a third data conveyed from a first device, wherein said third data is not
                conveyed via said broadcast stream; and
        store said third data on said storage device.

35.   The device of claim 34, wherein said first device is a handheld computing device.

36.   The device of claim 26, wherein said mechanism is further configured to convey a
third data corresponding to said second data to a handheld computing device.

37.   A carrier medium comprising program instructions, wherein the program
instructions are executable to:

        detect the presence of a first data in a broadcast stream, wherein said first data
                corresponds to a product;
        present an indication of said presence of said first data in said broadcast stream;

receive input corresponding to said indication;

store a second data corresponding to said first data in response to said input; and

initiate a purchase request for said product.

5   38.   The carrier medium of claim 36, wherein said program instructions are further executable to:

retrieve said second data; and

utilize said second data to present said product as an item for purchase in a virtual shopping cart, wherein said virtual shopping cart is presented on a display.

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39.   The carrier medium of claim 37, wherein said instructions are further executable to enable interaction with said virtual shopping cart by a viewer, and wherein said purchase request for said product is initiated in response to said interacting by said viewer.

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40.   The carrier medium of claim 37, wherein said program instructions are further executable to:

receive a third data conveyed from a first device, wherein said third data is not

20   received via said broadcast stream;

store said third data; and

utilize said third data to present an item corresponding to said third data as an item for purchase in said virtual shopping cart.

25   41.   The carrier medium of claim 39, wherein said first device is a handheld computing device.

42.   The carrier medium of claim 37, wherein said program instructions are further executable to convey a third data corresponding to said second data to a handheld computing device.

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